



There's been a big surge in cloud adoption across almost all sectors and geographies

And of course, that's driving a similar surge in spending on cloud services.

That includes spending on both the hardware and components that underpin all the aspects of cloud, as well as professional and managed services needed to make cloud function successfully. Add it all together and it's estimated that spending is poised to surpass **\$1 trillion in 2024**.

Cloud is a priority for many organizations, and one they are willing to invest significant sums into getting right. That's because users welcome the agility and flexibility that it brings to their everyday, working lives.

But managing a fluid set of platforms is a challenge. It takes time and effort to ensure they work together properly. That's vital if spending on cloud is to generate a return.

To do that, it's important to understand that the cloud is not a singular static entity. Far from it, it is in fact a fluid collection of technologies, connections, platforms, and services, with an array of different data sources and interactions. Simply, it's complex. And that complexity brings with it a variety of options and possibilities that have been key to navigating, negating, or indeed enabling key business and societal changes that are happening around the world right now.

Eight key trends impacting digital transformation

The progress of digital transformation across the world is being impacted by eight key trends. They're well known, but come together neatly when talking about cloud:

1. A major shift in customer engagement personalization
2. The central importance of gaining and retaining **digital trust**
3. The transition to 'As-a-Service'
4. Technology convergence
5. The rapid expansion of compliance and regulatory demands
6. The application of digital platforms for agile business
7. A shift in platform users, notably citizen developers, non-IT trained employees who are encouraged to learn how to create business applications
8. The rise of the 'composable' or modular enterprise as an innovation strategy (Gartner 2022)



And if that's not all, there's the clear and significant effect (often negative) of today's increasingly interconnected and disrupted world.

A world that's characterized by diverse vectors of change including the lasting after-effects of the pandemic, widespread supply chain vulnerabilities, the rapid escalation of ever-changing security threats, a seemingly endless cycle of natural disasters, and most recently, the seismic effects of rapid global inflation.

We all need to deal with the fact that social, economic and market conditions can change quite literally whilst we sleep. And sleep we must, but the cloud and data never do!

The cloud catalyst

Activating data for impact

The acceleration in cloud computing has helped connect people and society across the globe. Through data, fueling the most popular workplace tools and resources today, and giving rise to competing but similar approaches like Data Lakes, Data Warehouses and Lake Houses.

It has made more data available and supported its exchange, enhanced agility, elasticity and scalability, advanced communication, collaboration, and cohesiveness – all fostering innovation, enabling 'work-from-anywhere' and accelerating all important cost effectiveness and time to value.

Cloud also represents an opportunity to make the most of emerging technologies like Artificial Intelligence, Machine Learning, Blockchain, and Advanced Data Analytics without the need for substantial upfront investment. That, coupled with the ability to utilize and optimize data stored on premise, in the cloud, or as part of a hybrid model, has literally helped change where, when, and how we make decisions. Supporting this further is the rise of Cloud Native – the architectures and technologies built to take advantage of cloud power and capabilities.





Modern enterprises need the right digital infrastructure

Society is rapidly becoming ever more connected. Every aspect of our lives – from work to leisure, family life to health and wellbeing, commerce to sustainable development – depends on digital connectivity of people, things, places, and organizations. That, in turn, all depends on a digital infrastructure. Great technologies seamlessly connected and securely operated by a trusted partner so that everything works every day. And that can evolve at the pace of social and technological change in dynamic markets and societies.

Fujitsu is committed to providing a digital infrastructure that is secure and seamless for everyone who depends on it.

Our Fujitsu Cloud Managed Services are a suite of services which reduce the complexity of managing your cloud infrastructure efficiently. They give you the freedom to empower talent within your business and provide great fulfilling experiences to your customers. They also enable you to drive sustainability, assure governance, and offer strong resilience while realizing business value at each step of your transformation journey.

This video sums it all up:



<https://www.youtube.com/watch?v=EwguOitokW>